

WHAT IS CLAIMED IS:

1. An inkjet color ink comprising:

an aqueous medium;

at least one yellow dye having a λ_{\max} of from 390 nm to
5 470 nm and an $[I(\lambda_{\max}+70 \text{ nm})/I(\lambda_{\max})]$ ratio of an absorbance
 $I(\lambda_{\max}+70 \text{ nm})$ at $\lambda_{\max}+70 \text{ nm}$ to an absorbance $I(\lambda_{\max})$ at λ_{\max}
of not more than 0.4; and

at least one dye having a λ_{\max} of longer than 470 nm and
not longer than 750 nm,

10 the at least one yellow dye and the at least one dye being
at least dissolved or dispersed in the aqueous medium,
wherein

in case the ink is printed on a reflection medium so as
to form a stepwise density,

15 when a light having a wavelength of a λ_{\max} of the ink in
a yellow region of 390 nm to 470 nm is illuminated to the
printed medium, whose reflection spectrum of the light is
measured by a spectrophotometer, and a point giving a
reflection spectrum such that a reflection density, D_R , at the
20 λ_{\max} of the ink in the yellow region, is from 0.90 to 1.10 is
selected,

a reflection density at a λ_{\max} of the ink in a region of
longer than 470 nm and not longer than 750 nm at the point is
defined as D_X , and

25 the printed medium is discolored by force using an ozone

discoloration tester capable of always generating 5 ppm of ozone, a forced discoloration rate constant determined from a time when each of the reflection densities D_B and D_X becomes 80 % of an initial density is defined, and both of the rate constants are not more than $5.0 \times 10^{-2} \text{ hour}^{-1}$.

2. The inkjet color ink according to claim 1, wherein the $[I(\lambda_{\text{max}}+70 \text{ nm})/I(\lambda_{\text{max}})]$ ratio is not more than 0.2.

10 3. The inkjet color ink according to claim 1, wherein the yellow dye and the dye having a λ_{max} of longer than 470 nm and not longer than 750 nm have an oxidation potential nobler than 1.0 V (vs SCE).

15 4. The inkjet color ink according to claim 2, wherein the yellow dye and the dye having a λ_{max} of longer than 470 nm and not longer than 750 nm have an oxidation potential nobler than 1.0 V (vs SCE).

20 5. The inkjet color ink according to claim 1, wherein the yellow dye is a compound represented by the following formula (1):



25 wherein A_{11} and B_{11} each independently represents an optionally

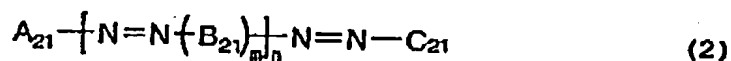
substituted heterocyclic group.

6. The inkjet color ink according to claim 2, wherein the yellow dye is a compound represented by the following
5 formula (1):



wherein A_{11} and B_{11} each independently represents an optionally
10 substituted heterocyclic group.

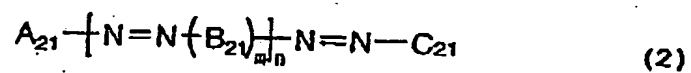
7. The inkjet color ink according to claim 1, wherein at least one dye having a λ_{\max} of longer than 470 nm and not longer than 750 nm is a compound represented by the following
15 formula (2):



wherein A_{21} , B_{21} , and C_{21} each independently represents an
20 optionally substituted aromatic group or heterocyclic group;
and \underline{m} and \underline{n} each represents an integer of 0 or more.

8. The inkjet color ink according to claim 2, wherein at least one dye having a λ_{\max} of longer than 470 nm and not
25 longer than 750 nm is a compound represented by the following

formula (2):



- 5 wherein A_{21} , B_{21} , and C_{21} each independently represents an optionally substituted aromatic group or heterocyclic group; and \underline{m} and \underline{n} each represents an integer of 0 or more.

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